

PERSONALITY TRAITS OF ACCOUNTING PROFESSIONALS

Personality Traits of Accounting Professionals in Different Practice Areas

by

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Abstract

Previous studies on the personality traits of accountants have shown how accounting professionals differ from other professionals in personality traits. Accountants have proved to be significantly higher in conscientiousness and significantly lower in extraversion, assertiveness, neuroticism, and openness. This study explores the idea that accounting professionals in different practice areas may have differing personality traits, rather than all accountants being the same. For this study, a sample of 76 accounting majors and non accounting majors who have either completed an internship or held a job in audit/assurance, tax, or another accounting practice took a survey which focused on two traits that have been found in prior research to set accountants apart from other professionals: extraversion and conscientiousness. These two traits were examined to determine if there was a difference between the personalities of different types of accountants. Participants in the study were asked to rate various statements that relate to the different facets of the personality traits and to answer questions about their specific accounting job and experience with that job. The results indicate that there are differences between the two groups, but the results were not consistent with the hypotheses.

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Personality Traits of Accounting Professionals in Different Practice Areas

Introduction

The purpose of this study is to explore my belief that auditors and tax preparers have different personality traits. I have observed that accounting students often choose their career path based on their perceived personality. When applying for a job in public accounting, entry-level accountants must choose between auditing, tax, or advisory services, most students have no understanding of what these jobs entail and of the personality traits of successful auditors or tax accountants. Most of these new accountants have a bachelors or masters degree in accounting, but lack any real world experience. If students are basing their job choice, at least in part, on their own perceived match with the stereotypical personalities of the two accounting specialties, then it is important to know whether this is actually a legitimate factor.

As an accounting student going through the process of finding an internship and job in public accounting, I had to make a choice of which field of accounting work I wanted to pursue as my career. Talking with various firms and going through interviews, I was often told I should go into auditing because I “have the personality for it.” These accounting firms have been recruiting college students for years and seem to know what type of people tend to work best in their different accounting departments. Audit and tax jobs in public and corporate accounting require some different skills and knowledge due to the different natures of the jobs. Jobs in public audit work consist of analyzing and testing information and identifying any material issues in client financial statements.

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Auditors work in teams at clients' businesses and work directly with the company's internal accounting department, finance directors, and management. Various job descriptions for audit staff positions call for "good interpersonal skills" and the ability to build "team-based relationships." Jobs in public tax work do not require these same skills. Public tax accountants tend to work in the office and do not interact with clients on a regular basis. Their jobs consist of independently preparing tax returns for corporations and researching tax issues for their clients, requiring knowledge of both federal and state tax codes. The skills required of these professionals include having "excellent writing and verbal communication" and being "excellent problem solvers." Although these two jobs require the same degree and license, they are two very different jobs.

Parker (2000) described the stereotype of an accountant as "introverted, cautious, methodical, systematic, anti-social, and above all, boring!" He compares the stereotype of accountants to the stereotype of college professors. He observes that in movies and television, accountants tend to be portrayed as antisocial and "nerdish." Parker notes that while this stereotypical personality type still exists in some accountants, research on the personality traits of accountants has found that more recently there is a growing split between accountants being extroverted and introverted, with a slight tendency towards introversion. He suggests that this mix is caused by more women entering into the field of accounting than they had in the past. Female accountants have been found to hold a more enthusiastic, tough, and independent personality than their male coworkers. Also, the career of public accounting has transformed so much with the growth of technology that the job is starting to require a more independent professional with the ability to make business decisions. This change in the profession has most likely caused a change in the

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type of people that are being recruited to work in accounting. It is also possible with this change, that the new, younger accountants are causing the increase in extroverts, while the older accountants still fit the classic stereotype. I have observed that most accounting students, professors, and professionals believe there is a stereotype that those who are introverts and homebodies tend to go with a tax job, while those who are more social and achievement-driven tend to take the audit career track. Maybe it is possible this division of introverted and extroverted professionals in the field of accounting has caused a separation of the two groups by practice areas, rather than by gender or age.

Many studies have been done on how students make the choice to majoring in accounting. In a study (Francisco, Noland, & Kelly, 2003) exploring why there has been a decline in the number of accounting students and accounting professionals, college students who were majoring in areas other than accounting were asked why they did not want to major in accounting. These students gave various responses, but the top reasons given were that accounting wasn't interesting, it was "boring", or it was just not what they wanted to do. The lack of knowledge of what accounting is and what accountants do may have caused the prevalent perception that accounting is boring and uninteresting. This may have ultimately caused students to choose to major in an area that is perceived as having more interesting work, even if it is a riskier choice when it comes to job security. Cohen and Hanno (1993) had similar findings of why college students were not choosing accounting as a major. They found that non-accounting majors chose majors other than accounting because they perceived accounting to be too number oriented and boring. For years, students have seemed to choose majors other than accounting due to this perception, not wanting to work a job that is boring or would cause them to be

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perceived as someone who has a boring job. When asked different questions about what they believe to be true about the major of accounting, non-accounting students saw it as a career with a low initial salary where there was a scarcity of working with people and considered the major itself extremely boring (Cohen & Hanno, 1993). In a study done in 1978 on the stereotype of accountants (Aryana, Meir, & Bar-Ilan, 1978), it was shown that compared to other majors, such as psychology majors, accounting majors are more “conventional” and are not as interested in cultural or entertainment fields. If this is the common perception of what people in the accounting profession are like, then only those who perceive themselves as conventional will be interested in majoring in accounting and pursuing a career in accounting. Due to this overall lack of knowledge of college students about the accounting profession, this stereotype most likely still holds true. If this is a misconception, it is important that future students be educated about what the accounting profession really is and that accountants are not these “nerdy” or “boring” characters that have been portrayed in movies and television.

Researchers from the University of Tennessee (Levy, et al., 2011) conducted a survey to determine which personality traits are significantly related to career satisfaction for accountants. This study indicated that personality traits of accountants differ from professionals in other occupations. This study investigated whether certain personality traits are related to the career satisfaction of accounting professionals. They expected that people who were attracted to the field of accounting had different personality traits than those who were not attracted to the field of accounting. The Personal Style Inventory, which is used most for career and employment purposes, was used to measure the participants’ personalities. It was found that accountants scored significantly lower in

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openness, emotional stability, agreeableness, extraversion, optimism, and customer service than other professionals; however, accountants scored significantly higher in conscientiousness. Other researchers have found that conscientiousness is related to long-term academic performance of accounting students. Also, as many new employees have a high level of motivation at the start of a new job, employees tend to lose that enthusiasm later in their career. It has been proven that after the novelty of a new job wears off, those with conscientiousness are more likely to remain better performers compared to those who have a lower level of conscientiousness (Perlow & Kopp, 2004). Those with a high level of conscientiousness are a good fit for an accounting career because they can handle the stress of the job and continue excellent job performance.

O*Net's study of accountants and their values (O*Net, 2014) compared the values of auditors and tax preparers to determine what these different accountants found more important in their lives and careers. According to O*Net, tax preparers valued relationships, independence, and support most, while auditors also most valued independence, achievement and recognition. While both groups of accountants highly valued independence, auditors ranked independence as what they value most of all. These differing values seem to set the two groups apart. When planning my study, I used these findings to guide me. By comparing this data with the findings of the previously mentioned study (Levy, et al., 2011) on the personality traits of accountants, I found that many of these values correlated with some of those personality traits that set accountants apart from other professionals. The value of achievement related to the "achievement striving" facet of conscientiousness. Taking this finding along with the belief that auditors are more outgoing than tax preparers that accounting students have come to

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accept as true, I decided that by taking extraversion and conscientiousness specifically and using the various facets under each factor that I found related to the values of these professionals, I would be able to explore the personality differences, if any, between the different types of accountants. I formed two separate hypotheses:

- 1) The auditor group of accountants will be significantly higher in extraversion compared to tax preparers.
- 2) The auditor group would be significantly higher in conscientiousness (specifically achievement striving) compared to the tax preparers.

Methods and Measures

I compiled a survey with questions based on the extraversion and conscientiousness factors of the Big Five personality traits of psychology which have been extensively studied and are backed by a widespread amount of research (Levy, et al., 2011). The Big Five factors are defined as follows by the Encyclopedia of Social Psychology (Baumeister & Vohs, 2007):

Openness – level of curiosity, imaginativeness and ability to embrace new ideas; those who score high in openness are creative and have broad interests. Those who score low in openness have a narrow set of interests and are much more conventional.

Conscientiousness – level of self discipline and drive for achievement; those who score high in conscientiousness strive for achievement and are quiet dutiful. Those who score lower in conscientiousness are not ones for planning ahead and may be considered more careless or unorganized.

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Extraversion –the extent to which an individual enjoys social interaction; those who score high in extraversion are cheerful and prefer social environments. Those who score low in extraversion would rather work alone and value quiet environments.

Agreeableness – level of being likeable and pleasant, as well as level of concern with orientation towards interpersonal relationships; those who score high in agreeableness tend to be altruistic and compassionate. Those who score lower are considered more disagreeable and competitive.

Neuroticism – level of sensitivity; people who are high in neuroticism tend to become upset easily. Those who score low are much more emotionally stable and calm.

The Big Five model of personality traits are a common model of personality traits in studies such as mine. I also included questions about the participants' accounting careers such as their satisfaction with their job. If a participant was unsatisfied with their accounting job, it is possible they do not have the personality that fits that of an accountant.

The international personality item pool (IPIP) is a publically accessible set of personality items that were put together for researchers to utilize. The IPIP does not have copyright constraints, therefore making it easier for researchers to use these items to study personality (Goldberg, et al., 2006). The IPIP website includes multiple construct measures including the Big Five factor structure, the Alternative 7, and the 45 facets in

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the Abridged Big Five-dimensional Circumplex Model. Within each Big Five personality domain, there are six individual, more descriptive facets:

Openness: imagination, artistic interests, emotionality, adventurousness, intellect, and liberalism.

Conscientiousness: self-efficacy, orderliness, dutifulness, achievement striving, self-discipline, and cautiousness.

Extraversion: friendliness, gregariousness, assertiveness, activity level, excitement seeking, and cheerfulness.

Agreeableness: trust, mortality, altruism, cooperation, modesty, and sympathy.

Neuroticism: anxiety, anger, depression, self-consciousness, immoderation, and vulnerability.

Although my study includes all twelve of the facets under conscientiousness and extraversion, I am most interested in the findings of the questions targeted towards all facets within extraversion and achievement striving within conscientiousness. These are the specific facets of the personality traits that I believe will tell the difference between the tax preparers and auditors. I used the statements on International Personality Item Pool's website that were specifically tailored for these facets. I used statements for all facets under conscientiousness and extraversion although I was interested in these specific ones to see if there would be unexpected significant differences.

Using that list of statements, in order to eliminate any bias that would be created by me choosing specific statements, I chose the first four statements listed under the

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NEO-PI-R facets on the IPIP website for my participants to rank. I only chose four items per facet so that the survey would not have an overwhelming number of items that would deter people from participating in the survey. Although it is not stated on the website, it is fair to assume that the statements are listed in order of which best measure the personality trait, therefore choosing the first four listed would be an acceptable method. The participants ranked each statement from “Strongly Disagree” to “Strongly Agree.” Then, using their answers, I assigned a number 1-5 (1 being “Strongly Disagree” to 5 being “Strongly Agree”) to measure the participants’ levels of each trait. There were also questions included about the gender and age of the participants, which they could opt out of answering if they so chose. The participants consented to taking the survey by agreeing to a consent form approved by the Institutional Review Board at Appalachian State University (IRB number 15-0048 approved on September 22, 2014) on the first page of the survey (Appendix A). There were no identifying questions asked other than age and gender (Appendix B). The online survey platform that I used, Survey Monkey, did not take any identifying information such as IP addresses.

Participants

The link to the survey was distributed through email to a server list of previous and current accounting undergraduate students, graduate students, and professors. The link to the survey was also posted on my LinkedIn page for people outside of Appalachian State to see. There were 76 people who responded that they currently hold or have held a job in accounting that participated in my study. These participants may have participated in an internship or held a job in accounting for any amount of time. There were no questions asking how long they have worked in accounting or whether

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they still do. Of the 54 respondents who chose to answer the demographic questions, 43% were female and 57% were male. Of those who responded they worked in auditing, 30% were female and 70% were male while those who responded they worked in tax, 50% were female and 50% were male. The plurality of participants was between ages 18 and 24 (43% of the 54 participants that answered this question). Majority of the participants (95%) majored in accounting while the remaining 5% majored in other studies (mainly finance). The breakdown of the participants in each field was 38% audit/assurance services (20 participants), 29% tax services (16 participants), and 31% other services (15 participants). The other 25 participants chose not to answer this question. Those who answered “other” primarily identified some form of internal accounting such as managerial, accounts receivable, accounts payable, and various other forms accounting and financial jobs. Their information was not used for the personality analysis between tax and audit accountants. Also, 93% of the total stated that they enjoyed their job in accounting, and 92% stated they were pursuing a job in their respective field of tax, audit, or other.

Results

Using the results from the personality portion of the survey, I calculated the average score of each question using the methods described by the IPIP website. I then calculated the standard deviation using those numbers and calculated whether the means of the two samples were significantly different for each facet using an independent groups *t*-test (tables 1 and 2). The results of these calculations were not quite what I was expecting. I found there to be a significant difference between auditors and tax preparers

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only in friendliness and assertiveness. There were no significant differences in any facets under conscientiousness.

There was a mean score of 4.10 of the auditor participants and a mean score of 3.74 of the tax participants when it came to the questions on friendliness. With a p -value of .05, this is a significant difference. This translates into auditors having a significantly higher level of friendliness than the tax group. The mean score of auditor participants for assertiveness was 3.87 while the mean score of the tax participants was 3.38. Using the same confidence level of 95%, this was the only other facet with a significant difference between the two, meaning auditors were also more assertive than tax preparers.

Table 1 – Independent t -test results for extraversion:

Facet	Audit		Tax		df	p	t-test
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Friendliness	4.10	.57	3.74	.86	146	0.00	3.06*
Gregariousness	3.38	1.02	3.19	1.02	146	0.26	1.12
Assertiveness	3.87	.76	3.38	1.08	145	0.00	3.23*
Activity Level	3.66	.80	3.86	.99	146	0.18	1.36
Excitement Seeking	3.80	.87	3.53	1.06	146	0.09	1.70
Cheerfulness	3.71	.88	3.46	1.04	145	0.12	1.58

* $p < 0.05$

Note: M = Mean, SD = Standard Deviation. Numbers range from 1 (Strongly Disagree) to 5 (Strongly Agree).

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Table 2 – Independent *t*-test results for conscientiousness:

<i>Facet</i>	<i>Audit</i>		<i>Tax</i>		<i>df</i>	<i>p</i>	<i>t-test</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Self-Efficacy	4.15	.58	4.07	.66	146	0.43	0.78
Orderliness	4.00	.85	4.08	1.01	146	0.60	0.52
Dutifulness	4.23	.66	4.27	.72	146	0.73	0.35
Achievement-Striving	4.20	.75	4.25	.61	146	0.66	0.43
Self-Discipline	3.50	1.01	3.74	.89	146	0.13	1.51
Cautiousness	3.89	.80	3.89	.80	144	1.00	0.00

* $p < 0.05$

Note: *M* = Mean, *SD* = Standard Deviation. Numbers range from 1 (Strongly Disagree) to 5 (Strongly Agree).

Due to the lack of significant results from testing the two populations of auditors and tax accountants, I decided to also run an independent samples *t*-test on the two separate samples of males and females. Since there was not a even number of male and female participants in each of the two groups of accountants, with the number of males in the audit group far exceeding the number of females, I thought it may be beneficial to look into the differences between the male and female personalities and whether it was possible their personality differences may have caused the results of the other tests to be skewed. The test included all males and females, whether their field of work was in audit, tax, or other fields. Prior research (Parker, 2000) suggests that there may be a difference between the two groups when it comes to extraversion and drive for achievement. There were some significant results in this test that may prove interesting to look into further.

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Table 6 – Independent *t*-test Results for Extraversion (Male vs Female):

<i>Facet</i>	<i>Male</i>		<i>Female</i>		<i>df</i>	<i>p</i>	<i>t-test</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Friendliness	4.05	0.67	3.62	0.91	210	0.00	3.96*
Gregariousness	3.49	1.09	3.03	1.04	210	0.00	3.11*
Assertiveness	3.93	0.79	3.58	1.02	209	0.00	2.75*
Activity Level	3.68	0.99	4.08	0.80	210	0.00	-3.18*
Excitement Seeking	3.88	0.96	3.37	1.12	210	0.00	3.54*
Cheerfulness	3.72	0.89	3.42	0.94	209	0.02	2.36*

* $p < 0.05$

Note: *M* = Mean, *SD* = Standard Deviation. Numbers range from 1 (Strongly Disagree) to 5 (Strongly Agree).

Table 7 – Independent *t*-test Results for Conscientiousness (Male vs Female):

<i>Facet</i>	<i>Male</i>		<i>Female</i>		<i>df</i>	<i>p</i>	<i>t-test</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Self-Efficacy	4.24	0.65	4.19	0.63	210	0.52	0.64
Orderliness	4.01	0.97	4.26	0.71	210	0.04	-2.11*
Dutifulness	4.35	0.73	4.34	0.56	210	0.89	0.14
Achievement-Striving	4.26	0.72	4.30	0.62	210	0.63	-0.49
Self-Discipline	3.58	0.99	3.82	0.82	209	0.07	-1.83
Cautiousness	3.88	0.87	3.97	0.80	208	0.43	-0.79

* $p < 0.05$

Note: *M* = Mean, *SD* = Standard Deviation. Numbers range from 1 (Strongly Disagree) to 5 (Strongly Agree).

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Discussion

I found auditors rate themselves as more friendly. For the job of an auditor, this would be important due to the need for interacting with clients on a daily basis. Auditors travel to the client's workplace, where it is necessary for them to be able to form a relationship so that the client is comfortable with the auditors and the auditors can communicate well with the client. This is less important to the job of tax preparers, who interact with clients less often. Friendliness should not be confused with gregariousness, which the two groups did not show a significant difference in. While friendliness can be described as being comfortable around others, gregariousness is better described enjoying being part of a group and being sociable. While auditors may be friendlier, they are not more gregarious. They do not necessarily enjoy large parties and socializing with large groups. They are good with working with people and collaborating in small teams.

I also found that auditors tend to be more assertive. Assertiveness tends to come with the nature of the job and working with clients more often. Auditors need to have the ability to ask their clients for whatever information they need. They also need to be confident and self-assured when communicating with clients about their ability to be their auditor and handle any problems that may come their way. Tax preparers need to have a confidence about their knowledge as well, but probably not on the same level as the auditors who are out in the field and need to be more assertive with their clients.

There are many different careers that one can pursue with a degree in accounting. Although this study is focused on the personality differences between audit and tax accounting professionals, many participants in this survey responded "other" when asked

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what field of accounting their job or internship had been in. It is difficult to analyze the results of those in the “other” category due to the various different jobs that includes. Some of the jobs that these participants stated that they worked in were financial and managerial accounting, treasury, accounts payable and receivable accounting, non-profit accounting, financial analysis, risk assurance specialty, and various other forms of internal and corporate accounting. It is meaningless to compare the means of their responses to that of the other two groups due to the diverse mix of professionals that responded to this survey that did not work in audit or tax. However, their responses did correspond with the previous research done on the personalities of accountants. The group as a whole ranked themselves high in conscientiousness and fairly moderate in extraversion.

While I was did not find a substantial amount of differences between the auditors’ and the tax accountants’ personalities, the results did find a significant difference between males and females. Parker mentioned in his article that female accountants were not found to be significantly less intelligent, dominant, enthusiastic, tough-minded, self-sufficient, and hard-driving as their male accounting colleagues. He also mentions that female accountants differ from males in being more self-reliant and more attentive to detail, yet less self-assured than the males (Parker, 2000). In my study, I found that male accountants were more extraverted than their female counterparts on all six of the facets I measured. Parker credits the new mix of personalities in the field of accounting to the growing number of women entering into the field, however my findings of women being more introverted than males in accounting does not explain the recent increasing amount of extroverts Parker mentions in his article. When it came to conscientiousness, there was

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only one significant difference, which was in orderliness. Women came out significantly higher than men in orderliness. These differing personalities between male and female accountants could also be affecting the results of my study on the differences between auditors and tax preparers. While the amount of participants for the tax preparers was evenly split between male and female participants, the participants that stated they held a job in auditing were 70% male. Due to the uneven representation of male and female auditors, the more extraverted personalities of the male accountants could be causing the differences found between the different types of accountants in friendliness and assertiveness. It could prove interesting to further study the differences between the personalities of female and male accountants and how the increasing number of women working in accounting may be affecting the average personality of accountants, or whether there are other factors causing the average type of personality of an accountant to deviate from the stereotype.

Limitations

There were many limitations to this study. There was nothing factored in for how long they have worked in accounting or what accounting firm or industry they worked for, which may show a difference in personality traits due to corporate culture. There was also nothing to determine the participants' demographics, such as where they live or where they studied accounting, which could even further affect the way they feel about accounting or the type of people who go into accounting. The majority of participants studied at Appalachian State University, and that could create some sort of bias caused by the types of people who go to Appalachian versus other schools in different areas. I also did not assess the personality traits according to level or position (audit staff, senior,

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manager, partner, etc.). Although there were a few traits that set the two groups of accountants apart from each other, it is hard to tell whether this group of people had the same personalities before working their jobs, or if their jobs caused their personalities to change. For example, maybe auditors become friendlier due to the nature of client interaction in their jobs, where tax preparers become less friendly due to the lack of interaction. Although there are a number of limitations to this study, it has proved interesting.

Conclusions

The results of this study were not what I was expecting. I believed that auditors would be significantly higher than tax preparers in extraversion and the achievement striving facet of conscientiousness. This study proved my hypotheses wrong. While auditors did come out higher in assertiveness, they were not higher in any of the other predicted categories. Of the facets of extraversion, they actually were significantly higher in friendliness. These results do not confirm the idea that auditors are significantly more extraverted than the other group of tax accountants. My hypothesis that auditors would prove higher in the achievement striving facet of conscientiousness due to their high value of achievement (O*Net, 2014) was also untrue.

There are not many significant differences between the two groups of accountants and there are also many possible explanations for why these few differences exist. I believe that for young college graduates going into the accounting profession who are deciding which path to take, an assessment of their level of extraversion or drive for achievement should not influence their decision in whether to choose auditing or tax.

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Neither group is significantly more extraverted nor more achievement driven than the other and new accounting hires should not be recruited for audit or tax based on these traits. The personality of accountants does not seem to differ based on their practice areas. I believe there are a lot more opportunities for research in this area.

Although my research did not come up with the results I was looking for, I think there are many more directions that could be taken. There are many more personality traits that could be researched when it comes to the two groups of accountants, along with other models for measuring personality that may be more relevant to sorting out the differences between auditors and tax accountants. There were also some interesting findings on the differences between male and female accountants. This should definitely be looked into in the future and what the differences between the personalities in the two genders in the profession of accounting could implicate.

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PERSONALITY TRAITS OF ACCOUNTING PROFESSIONALS

Appendix A

IRB Approved Survey Consent Form

IRB Approval Number: 15-0048

Date of Approval: September 22, 2014

The purpose of this research project is to determine the personalities of accounting professionals. This is a research project being conducted by Katlyn Doublin at Appalachian State University. You are invited to participate in this research project.

Your participation in this research study is voluntary. You may choose not to participate. If you decide to participate in this research survey, you may withdraw at any time. If you decide not to participate in this study or if you withdrawal from participating at any time, you will not be penalized.

The procedure involves filling an online survey that will take approximately 30 minutes. Your responses will be confidential and we do not collect identifying information such as your name, email address or IP address. The survey questions will be about accounting internships and jobs as well as your personality.

We will do our best to keep your information confidential. All data is stored in a password protected electronic format. To help protect your confidentiality, the surveys will not contain information that will personally identify you. The results of this study will be used for scholarly purposes only and may be shared with Appalachian State University representatives.

If you have any questions about the research study, please contact doublinka@appstate.edu or her advisor at kaenzigr@appstate.edu. This research has been reviewed according to Appalachian State University IRB procedures for research involving human subjects.

ELECTRONIC CONSENT: Please select your choice below.

Clicking on the "agree" button below indicates that:

- you have ready the above information
- you voluntarily agree to participate
- you are at least 18 years of age

If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.



agree



disagree

PERSONALITY TRAITS OF ACCOUNTING PROFESSIONALS

Appendix B

Your Personality and Accounting Profession Survey

For any questions about this survey, please email doublinka@appstate.edu or kaenzigr@appstate.edu

1. Did you major in accounting? If not, please provide what your degree is in.

☐

Yes

☐

Other (please specify)

2. Have you completed an internship in accounting or currently hold a job in accounting?

☐

Yes

☐

No

3. What field of accounting was your internship/job in?

☐

Audit/Assurance

☐

Tax

☐

I have not completed an internship or job in accounting

☐

Other (please specify)

4. Did you enjoy your internship/job in that field of accounting?

☐

Yes

☐

No

☐

N/A

5. Will you be pursuing a job in that respective field of accounting?

☐

Yes.

☐

No. I am switching to another field because I did not enjoy the one my internship was in.

☐

No. I will not be continuing a career in accounting.

PERSONALITY TRAITS OF ACCOUNTING PROFESSIONALS

6. Evaluate the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I make friends easily	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I warm up quickly to others	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel comfortable around people	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I act comfortably with others	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I love large parties	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I talk to a lot of different people at parties	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I enjoy being part of a group	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I involve others in what I am doing	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I take charge	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I try to lead others	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I can talk others into doing things	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I seek to influence others	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am always busy	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am always on the go	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I do a lot in my spare time	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I can manage many things at the same time	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I love excitement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I seek adventure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

PERSONALITY TRAITS OF ACCOUNTING PROFESSIONALS

I love action	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I enjoy being part of a loud crowd	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I radiate joy	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have a lot of fun	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I express childlike joy	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I laugh my way through life	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I complete tasks successfully	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I excel in what I do	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I handle tasks smoothly	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am sure of my ground	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I like order	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I like to tidy up	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I want everything to be "just right"	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I love order and regularity	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I try to follow rules	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I keep my promises	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I pay my bills on time	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I tell the truth	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I go straight for the goal	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I work hard	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

PERSONALITY TRAITS OF ACCOUNTING PROFESSIONALS

I turn plans into actions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I plunge into tasks with all my heart	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I get chores done right away	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am always prepared	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I start tasks right away	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I get to work at once	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I avoid mistakes	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I choose my words with care	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I stick to my chosen path	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I never jump into things without thinking	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

7. What is your age?

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 to 74
- ☐ 75 or older

8. What is your gender?

- ☐ Female
- ☐ Male

